

 Please describe the proposal in detail, including types of uses; size of structure(s), location of structure(s), amount, location and access to parking; special design treatment of any particular physical site features (e.g., vegetation, watercourses, slopes), etc.

APPLICANT RESPONSE:

Surrounding Development and Neighborhood Character:

The project site is located on the east side of 2nd Avenue and between Blanchard Street and Bell Street. It is bound by an 8-story senior housing building to the south, and the landmarked 1-story Mama's Mexican Cantina Building to the north. It is also immediately across the alley way from Regrade Park at the northern portion of the project site. There is also an existing 1-story grocery store, an 8-story apartment building, and a 23-story residential tower across the alley way. The area is characterized with existing low-rise bars, and older 4-story brick apartment buildings, along with newer midrise and highrise residential buildings. This part of Belltown has a high concentration of nightlife businesses, ie. music clubs, bars, pinball arcades, and restaurants/ sidewalk cafes. It is also a few blocks from downtown and the waterfront. It is within the Belltown Urban Center Village and in the DF or Downtown Overlay.

Project Description:

The proposed project consists of an 8-story apartment building with a high-concentration of ground floor retail, and 2 levels of underground parking. The ground level street frontage will contain restaurant/bar/retail space fronting 2nd Avenue, and some fronting the alley. There will also be amenities along a large portion of the alley way. The 8th floor will contain a large outdoor amenity that will have views of Elliott Bay, the Olympic Mountains, and the Space Needle. The roof will also have some amenity spaces, one which will be connected with an outdoor stair to the level 8 outdoor amenity. It will also have a downtown viewing platform on the south end. Below-grade parking will be accessed from a ramp off of the alley and from the side furthest away from Regrade Park to free up space for more active uses by it. There will be a total of about 180 residential units, including 5 studio apartments at about alley level. There will be about 9,000 square feet of space allocated for retail/ bars/restaurants/ music clubs, etc. There will also be about 100 parking stalls provided and plenty of bike parking. There is a landmarked building on the site, but with "no controls". There area also some unique and tall cedar trees along the sidewalk on 2nd Avenue, which are to remain.

177,567 sf Total Gross Area 121,485 sf Residential Use 8,327 sf Outdoor and Indoor Residential Amenity 9,000sf Retail space 180+- Units

ARCHITECTURE INTERIORS URBAN DESIGN BRANDING

Ankrom Moisan Architects

PORTLAND

38 NW Davis Street Suite 300 Portland, OR 97209 503.245.7100

SEATTLE

1505 5th Avenue Suite 300 Seattle, WA 98101 206.576.1600

SAN FRANCISCO

1014 Howard Street San Francisco, CA 94103 415.252.7063 2. Please describe in narrative text and on plans any specific requests for development standard departures, including specific rationale(s) and a quantitative comparison to code-complying scheme. Include in the MUP plan set initial design response drawings with at least four colored and shadowed elevation drawings and site/landscape plan.



APPLICANT RESPONSE:

Departures:

Departure #1: Overhead Weather Protection: SMC 23.49.018

Requirement: Continuous overhead weather protection is required along entire street frontage.

Departure justification: A request to depart from this is asked due to 1) conflicts with the existing cedar trees, and 2) to better follow the design guidelines and character of this part of Belltown, which has unique individualized awnings.

(see complete description and drawings in the included drawing set for the MUP)

Departure #2: General Setback Limits: SMC 23.49.162.B.2.a.

<u>Requirement:</u> Only 900 sf area is allowed to be setback for the portions of the street frontage that are between 15 and 25 feet above street level.

<u>Departure justification:</u> A request to depart from this is due to 1) the request of the Design Review Board to setback the building from the base, and 2) to better pronounce the base from the upper massing.

(see complete description and drawings in the included drawing set for the MUP)

Departure #3: General Requirements for Residential Uses: SMC 23.49.10.B.1

Requirement: Common recreation areas are to be provided <u>at</u> or above ground level. Departure justification: A request to depart from this, because some of the proposed amenity/ common recreation areas are partially below-grade along the alley. The spaces will be open to daylight and air.

(see complete description and drawings in the included drawing set for the MUP)

See MUP set for colored elevations and site/landscape plan.

3. Please describe how the proposed design responds to the early design guidance provided by the Design Review Board.

1a. The Board supported the revised Option 3 scheme, agreeing that the layered elements could result in a dynamic composition that mitigated building scale and was connected to neighborhood context. (A-1, B-1, B-2).

APPLICANT RESPONSE:

Noted. The design team will continue to develop the massing as shown in the supported Option 3.

1b & 1c. The Board expressed concern about the potential prominence of the mechanical screening elements and provided guidance to minimize their visibility (B-3.1, B-1.1). The Board agreed that the parapet height at the south need not match the adjacent building and that a non-homogenous approach could be successful. (B-3, B-4, D-3, & C-6).

APPLICANT RESPONSE:

The design team will look at lowering the height of the parapet facing 2nd Avenue and the overall proportions of the top floor to the overall composition of the façade.

1d. The Board agreed that a legible design concept (a "story") should emerge from the choice of materials and colors and their articulation. (B-1, B-4, A-1).

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APPLICANT RESPONSE:

The design team will develop "the story" of how the layers, especially the inner layer, relate and express the 'spirit of place' and Belltown. Colors, material choice, and patterning will be a priority for the Design Recommendation meeting.

2a. The Board continued to support the applicant's intent to activate the alley edge of the project but agreed that further work would be required to achieve this result. (C-6, D-3):

APPLICANT RESPONSE:

The design team will do further studies of the alley edge.

2b. The Board supported the pushing and pulling of the building edges at the alley but questioned whether the screening elements were diminishing this effect and provided direction to explore creating additional recesses at entrances. (C-6, B-3, B-3.1, B-1)

APPLICANT RESPONSE:

The design team will do further studies of the effect of pushing and pulling the façade and potentially creating more recesses.

2c. The Board agreed that studies showing alternate screening elements had promise and directed the design team to continue studying this condition using successful precedents from other cities to support their proposed choices. (D-1.1, C-6.11, C-1)

APPLICANT RESPONSE:

The design team will gather more precedents from local, national, and maybe international examples of the alley spaces and concepts proposed. Further studies, also, will be developed.

2d. For the next meeting, the Board directed the design team to provide complete details of the alley condition and the proposed design response. (C-6.11, D-3, C-6)

APPLICANT RESPONSE:

The design team will prepare a thorough response that will include details.

3a. The Board continued to support the development of multiple retail storefronts, and the proposal to use paintable surfaces and canopies that are easily customizable for future tenants. The Board requested that complete details be provided for the next meeting. (B-1, B-1.III, B-3)

APPLICANT RESPONSE:

The design team will include complete details in the next meeting.

3b. The Board agreed that exterior lighting will be critical on both the street and the alley, and asked that complete details be provided at the next meeting. (D-1, D-5)

APPLICANT RESPONSE:

The design team will include complete details in the next meeting.

3c. The Board tentatively supported a variation in the depth of code-required overhead weather protection as part of the eclectic design concept and to minimize negative impacts on existing street trees. (D-3)

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APPLICANT RESPONSE:

The design team will have a further developed design of these awnings at the next meeting.

4a. The Board agreed that detail, color, and texture will be critically important in the development of the layered 2nd Avenue façade that noted that the eclectic and funky base expression could be supported by a simpler composition of the upper levels. (B-1.1, B-1.IV, B-2, B-3, B-4)

APPLICANT RESPONSE:

The design team will present the final selections of exterior materials at the next meeting.

4b. The Board supported the more neutral dark-grey brick shown in the renderings but recognizing public comment, agreed that exploration of a range of colors of part of the larger composition would be merited. (B-3)

APPLICANT RESPONSE:

The design team will study various brick colors for the next meeting and present its proposed selection.

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